Newspapers with large circulations reflect public tastes and interests more surely than politicians' speeches or leading articles in *The Times* or *Manchester Guardian.* Their so ardent pursuit of news has to be based on the single consideration of what will interest their readers. If their readers are indifferent to soil erosion, so are they; if their readers find the Rev. Harold Davidson, Rector of Stiffkey, more enthralling than Lord Robert Cecil, so do they. Where the space devoted to soil erosion or Lord Robert is measured in inches, that devoted to the Rev. Davidson is measured in columns. He strikes a responsive chord, whereas the others are worth at most a casual, forgetting glance. For days on end millions are absorbed in his adventures, copy arriving in newspaper offices, precious copy, scarcely needing attention from sub-editors, sent straightway to be set, with only easily devised headlines and subheadings added to attract the eye, and a bill printed—'Rector In The Box'—to be waved in the faces of passers-by, hoarsely shouted in their ears, lest they should forget what is available for them.

The Rev. Davidson appeared before the Norwich Consistory Court charged with immoral practices. Such a charge was certain to arouse interest, especially as, since the passing of legislation which forbade the reporting of divorce court proceedings, newspapers had been deprived of a valuable source of salacious matter. The fact that a clergyman was concerned, added to the interest; and the Rev. Davidson's obvious delight in the publicity accorded him ensured that the Court's proceedings should be lengthy and colourful. Lawyers pieced

together the tale of his misdemeanours, questioning, producing witnesses and exhibits; among these a recently taken photograph of the Rector and a female acquaintance, apparently naked, whose effect was scarcely offset by a letter from the Bishop of London commending the Rev* Davidson's missionary zeal. Each word was precious; eagerly recorded, telephoned, and soon available to relieve the tedium of a homeward journey, or to enliven a quiet hour with a pipe after supper. Between the Court's sitting, interest shifted to Stiffkey, where the Rev. Davidson still con-